
STAND FOR LESS-- End of Year Report

Division of Recycling



California Department of Resources Recycling and Recovery

2009 - 2010

Contractor's Report
Produced Under Contract By:

RIESTER

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I. Executive Summary

The fiscal year 2009/10 has been one of change for the California Beverage Container Recycling Program. On Jan. 1, 2010, the Division of Recycling, formerly part of the state Department of Conservation, was merged with programs from the former California Integrated Waste Management Board in the newly formed Department of Resources Recycling and Recovery (CalRecycle).

Because of budget cuts faced by the Beverage Container Recycling Program, funding available for the statewide recycling awareness campaign RIESTER had implemented over the past years was reduced significantly in FY 2009/10. To maximize the remaining budget dollars, remaining funds were used to follow through on the existing STAND FOR LESS pilot campaign in San Diego.

II. STAND FOR LESS OVERVIEW

Sustainable Movement Campaign

The STAND FOR LESS campaign was a pilot project that began in April 2009 as one of the first fully integrated sustainability efforts in a major U.S. region. The purpose of the campaign was to achieve the goals set forth in the Global Warming Solutions Act (AB 32), and encourage sustainable behaviors and lifestyle choices by Californians.

California's Global Warming Solutions Act seeks to have Greenhouse Gas emissions in the state reduced to 1990 levels by the year 2020. Provisions of the law are scheduled to take effect by 2012. In the time leading up to the law's implementation, statewide outreach efforts related to beverage container recycling opened the door to not only engage and motivate behavior change related to recycling, but also to increase environmentally sustainable behaviors among a broad segment of California residents. In consideration of the size and scope of work needed to drive sustainable behaviors, RIESTER advised that a pilot study in an isolated media market would provide an ideal opportunity to test messages and create relationships based on the hypothesis of increasing a variety of sustainable behaviors among residents.

Based on the quantitative and qualitative research RIESTER conducted on behalf of the Beverage Container Recycling Program, beverage container recycling is known to be one of the *primary* sustainable behaviors California residents undertake, in-turn, indicating that recycling can be the gateway to other sustainable behaviors by California residents. Based on this research, it was clear there was an opportunity to expand the scope of existing recycling messages to include messages fostering a sustainable lifestyle – STAND FOR LESS.

The STAND FOR LESS campaign launched as an 18-month pilot project with partners from the public and private sectors. The campaign promoted the reduction of waste and pollution, water and energy conservation, beverage container recycling, and an overall sustainable lifestyle among San Diego County residents. The campaign encourages residents to live a conservation lifestyle by using LESS – LESS energy, LESS water, LESS vehicle miles traveled, and LESS waste.

San Diego was chosen for the STAND FOR LESS pilot program based on a variety of indicators including its existing regional blue print, secondary research, partnership potential, media availability and level of existing complementary initiatives.

The STAND FOR LESS partnership created a variety of strategies to increase awareness of recycling and sustainable lifestyle choices. With a variety of events, conventions, parks, educational institutions and tourist attractions, San Diego offered a multitude of opportunities for state and local sustainability champions to combine their efforts to increase sustainable practices and the recycling of beverage containers.



STAND FOR LESS continued in fiscal year 2009/2010 with monthly partner meetings, STANDFORLESS.com pledge communications and regular blogs on green websites, along with a dedicated marketing plan to sustain the program.

The main objectives for the STAND FOR LESS marketing efforts were as follows:

- Increase traffic to the STAND FOR LESS website
- Continue the momentum of the STAND FOR LESS conservation lifestyle “movement” in the San Diego area
- Continue to align local and statewide partners to broaden the sustainability movement

Outlined in this document are outreach activities for the fiscal 2009/2010. The focus this year was to deliver the most efficient outreach based on the reduced budget. Therefore, there was no new creative developed, nor was there a heavy emphasis on paid media. The paid media in this document was planned and implemented to maximize the budget and sustain the message for as long as possible. Paid media was complemented by grassroots outreach in multiple San Diego communities, and through social media outreach.

A. INTERACTIVE

STANDFORLESS.com was developed as the online community and information resource for the STAND FOR LESS campaign in San Diego.

Launched in April 2009, the STAND FOR LESS website contains information, resources and tips about how San Diego residents and businesses can STAND FOR LESS. The site engaged visitors through an interactive and informative blog and developed a database for the STAND FOR LESS cause through “Take A Stand,” inviting participants to take a pledge to be a part of the solution. The collaboration of utilities, corporations, local and state agencies was represented by logos on the home page and a Partner section where each STAND FOR LESS partner has an information page. Additionally, a Toolkit section housing videos, logos, badges, radio commercials and digital banners was available for those who wish to promote STAND FOR LESS.

StandForLess.com



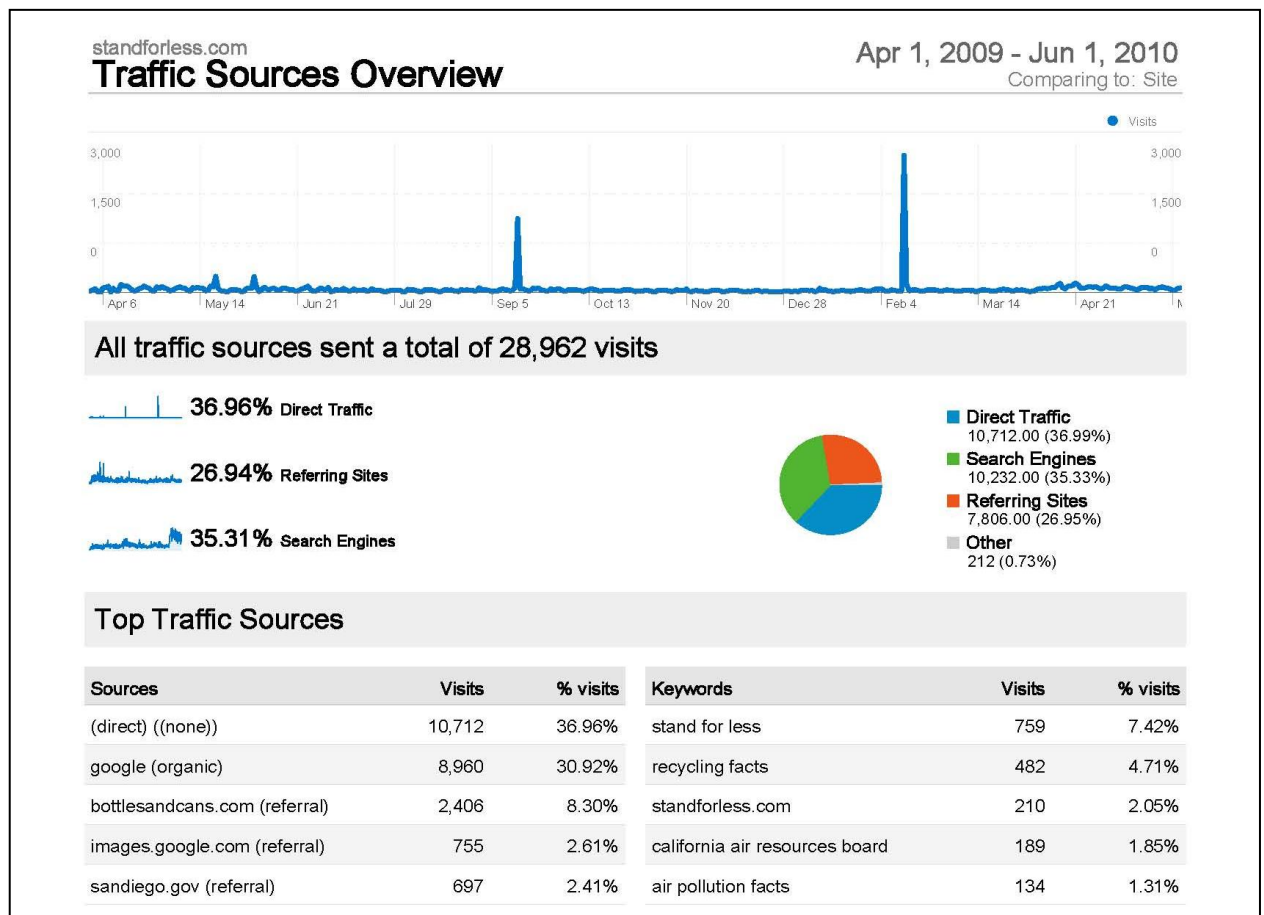
Results

Between April 2009 and June 1, 2010, the STAND FOR LESS website hosted 28,962 visitors and 24,409 unique visitors. Page-views totaled 127,239. The average site visitor views 4.39 pages and spends 1 minutes and 25 seconds on the site per visit.

Top ten traffic sources:

1. [\(direct\) / \(none\)](#) 10,712
2. [google / organic](#) 8,960
3. [bottlesandcans.com / referral](#) 2,406
4. [images.google.com / referral](#) 755
5. [sandiego.gov / referral](#) 697
6. [bing / organic](#) 525
7. [yahoo / organic](#) 515
8. [dart.clearchannel.com / referral](#) 382
9. [facebook.com / referral](#) 300
10. [twitter.com / referral](#) 228

Google Analytics, April 1, 2009 to June 1, 2010:



Facebook and Twitter

The STAND FOR LESS campaign established a firm space in the social media sphere by maintaining a presence on both Twitter and Facebook. During the life of the campaign, Facebook grew into the world's largest social network with nearly 500 million users worldwide. It also developed into a Web destination where people began to spend an enormous amount of their time.

Over the course of the campaign, RIESTER provided more than 400 STAND FOR LESS updates on Facebook including links to stories on sustainability and conservation related stories connected to San Diego.

Twitter is a platform to share ideas and follow trending stories. From April 2009 through June 4, 2010, RIESTER posted 1,004 Tweets about sustainability, which created awareness among more than 600 "followers." As a new platform, Twitter analytics are still difficult to track. Nevertheless, campaign tweets were frequently retweeted to followers of the campaign. It is safe to say that tweets from the STAND FOR LESS Twitter feed were seen by tens of thousands of Twitter users.

Social media outreach was especially effective in tapping into networks of community leaders including journalists, government officials, local activists, partners and others passionate about sustainability.

"How Do You STAND FOR LESS?" Contest

In April 2010, the campaign ran a social media contest supported with radio buys. The contest gave citizens a chance to speak out and lead by example by asking people to share how they STAND FOR LESS. Dozens of people submitted short essays detailing what they were doing to STAND FOR LESS.

The winner of the "How Do You STAND FOR LESS?" contest was chosen through a random drawing as all submissions received were quality entries. Susan Williams of San Diego, CA, was notified of her winning entry on April 29, 2010, and awarded gift certificates in May 2010. RIESTER announced the winning entry via Facebook, Twitter and the STAND FOR LESS website. Below is a copy of the winning entry:

Even though my condominium complex does not recycle. I do. My family collects all glass, cans, paper, cardboard and plastic bottles in bags that we keep by the door. Twice or more a week I either take the bags to Morley Field to their recycle bin or to the San Diego Zoo where they have a lot of receptacles. I hate to see my neighbors putting boxes and bottles into our trash bin. I also use tote bags for shopping whenever possible. We've started using a timer in the bathroom to limit the shower time for my teenage son.

Susan W. of San Diego, CA on Apr 24

The quality of the essays submitted was extremely impressive, most entries even inspiring. All entries can be viewed at <http://standforless.com/metro>.

B. MEDIA

The media objective for STAND FOR LESS was to introduce the campaign and drive traffic to the website. At the beginning of 2010, RIESTER planned a combination of online media and traffic sponsorships as a sustaining effort for the STAND FOR LESS campaign over a six-month period.

Media Objective

The overall media objective for STAND FOR LESS was to continue to build campaign awareness among San Diego residents by driving traffic to the website.

Media Strategy

The outreach strategy was to utilize media to maximize reach through usage of high efficiency media.

Media Parameters:

- **Target Audience**
 - Adults 25-54, skewing women
- **Geography**
 - San Diego

Media Selection Process

Overall, media elements were selected for their ability to accomplish the stated media objective. To maintain messaging among an established audience in San Diego, it was necessary to select media that was consistent with the fiscal year 2008/2009, when the STAND FOR LESS campaign was introduced and launched in the marketplace.

Media outreach was specifically designed to drive traffic to the website where San Diego residents were able to engage and obtain more information about STAND FOR LESS and the purpose of the campaign.

Media Vehicle Overview

Traffic Sponsorships

Traffic sponsorships were used as a valuable tool in conveying simple, educational messages within a short time period, (:10 - :15) because listening is active. The traffic sponsorships offered tremendous market-wide reach and were efficient with delivery. These sponsorships were the primary media recommended to drive traffic to the STAND FOR LESS Web site.

Online

A mix of local San Diego sites were utilized to reach web users looking for local news and information.

Media Approach

With limited monetary support this fiscal year, RIESTER maximized the budget by combining online media and traffic sponsorships as a sustaining effort for a six-month period.

Traffic Sponsorship Summary

Traffic Sponsorships ran two weeks per month for five months (10 weeks). Fifty sponsorships ran per week, along with 12 guaranteed bonus spots and five bonus television sponsorships. In addition to the guaranteed bonus spots, Metro Networks over-delivered by an average of 20 percent (and as much as 50 percent) in every market with every schedule. The following represents the schedule as executed:

Traffic Sponsorship Table

Market San Diego	Number of Sponsorships per week	18+ Reach	18+ Frequency	Gross Impressions
Mon-Fri/5a-8p	50			
Mon-Fri/5a-8p (bonus)	12			
TOTAL:	62	55.5%	3.5	3,988,000
BONUS TV SPONSORSHIPS				
Mon-Sun/5a-8p	5	24.8%	2.4	1,159,140
COMBINED		62.8%	3.59	5,147,140

Note: reach and frequency #'s are based on 62x per week radio and 5x per week TV over 10 weeks.

Total Traffic Sponsorship Investment: \$233,820

Total Value: \$129,636

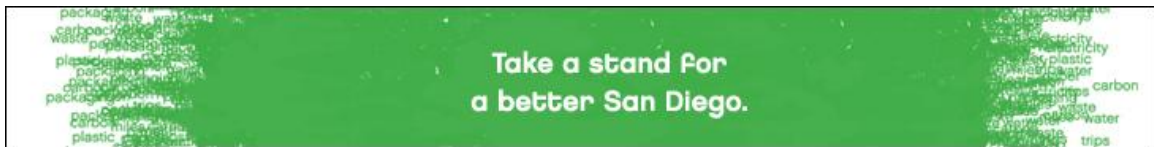
Percent Added Value: 55%

Contesting

Metro Networks provided a 'getaway package' to bring a contest element to the campaign. Using the getaway package secured by Metro Networks (dinner for two and an overnight stay at a La Jolla hotel), RIESTER recommended using bonus spots to promote a contest that would ask listeners to go to standforless.com and post how they are standing for less for a chance to win tickets; the winner was chosen at random.

Online Summary

Online media placements consisted of a mix of local sites and Google AdWords search marketing. This mix provided SFL with a presence on top local sites as well as search results in Google, the number one search engine. The banner ads pictured here ran in-market.



Local Sites

Local sites are a trusted source for those interested in community news and events. Three of the top local sites were selected, including SignOnSanDiego.com, CBS8.com and NBCSanDiego.com. Combined, these sites attracted over 1 million monthly unique visitors (comScore). Included in the buy was premium placement across contextually relevant copy. Furthermore, the placement on SignOnSanDiego.com included over 90% of the inventory on the green living section. Placements ran from February-June 2010.

Total Impressions: 1,423,487

Google AdWords

A Google AdWords Pay Per Click (PPC) campaign complemented traditional and online media executions in this campaign to increase traffic to the SFL website. Both online and traditional media drove people to search online to learn more about SFL, making it crucial to have a presence on Google, the top search engine. The PPC model allowed for SFL to pay only when someone clicks on the ad to visit the website. The text ad format also allows for flexibility and optimization of the messaging.

STAND FOR LESS ONLINE SCHEDULE			
	Estimated Impressions	Sections	Ad Sizes
SignonSanDiego.com	68,505	Environment and Green Living, Smart Living	300x250, 728x90
CBS8.com	113,577	Community and Easy to be Green, Lifestyle	300x250, 728x90
NBCSandiego.com	73,078	Around Town	300x250, 728x90
Google AdWords	N/A (CPC)		

Total Online Investment: \$10,942

Total Value: Schedules ran on order with no added value.

Percent Added Value: N/A

C . PUBLIC RELATIONS/SOCIAL MEDIA

In the 2009/10 fiscal year, RIESTER conducted an abbreviated communications campaign on behalf of the STAND FOR LESS campaign, utilizing grassroots outreach and aggressive social media tactics with *sustainability* or *using LESS* as the main message.

The campaign secured several city and county proclamations STAND FOR LESS month in September 2009. These grassroots efforts successfully engaged city and county officials while giving Beverage Container Recycling Program leadership the opportunity to share sustainable best practices from a state-level perspective.

To engage the targeted audiences online, RIESTER created a *social media network* of community leaders committed to supporting sustainable lifestyle choices. San Diego residents were targeted efficiently with the sustainability message through social media avenues such as Facebook, Twitter, Flickr, as well as through local blogs, such as sandiegomom.com, among others.

RIESTER, along with campaign partners, provided weekly content for the STAND FOR LESS blog, designed to spark dialogue within the San Diego community about using *LESS*.



San Diego City/County Proclamations

RIESTER scheduled nine proclamation opportunities with cities throughout San Diego County – La Mesa, El Cajon, Encinitas, Oceanside, San Diego City, Del Mar, Solana Beach, Chula Vista and San Diego County. City Councilmember's and elected officials in each city declared "STAND FOR LESS Month" and took the STAND FOR LESS pledge that committed the city and its residents to adopt a more *sustainable* lifestyle. Media and news outlets such as the East County Gazette, the Coast News, Kehoe Newsletter, and others covered the proclamations and promoted the STAND FOR LESS campaign.



D. SOCIAL MEDIA

Social media platforms, including the STAND FOR LESS website, played a central role in the campaign. Through the placement of a campaign staffer in San Diego for the duration of 2009, the campaign provided original content that kept the focus on standing for less by examining issues related to sustainability and by spotlighting individuals and organizations in San Diego that were exemplifying these efforts.



RIESTER posted two "tweets" per day about sustainability, which created awareness among more than 300 "followers". Additionally, RIESTER enhanced the STAND FOR LESS Facebook page with weekly updates and links to relevant news stories. Relevant blogs were posted about partner events, programs and campaigns. To date, 143 blogs have been posted to the STAND FOR LESS website.

Below is an example of two blogs written by STAND FOR LESS partners:

1) *Back to school and low-waste cool*

August is the time to enjoy the last days of summer vacation and start planning for returning to school. The education young people receive during school years prepares them for the future and will greatly affect directions taken and decisions made in later years.

Many decisions made now regarding waste reduction and conservation will also have significant impact on the future of young people by conserving the planet's resources, reducing the impact of global warming, and conserving landfill space. Teaching youth about proper waste management will help them be better resource managers when they become responsible adults.

Preparing for back-to-school presents many ways to reduce waste and to model earth stewardship. Following are some tips to lighten the "footprint" of students starting or returning to school, and should also lighten your cost throughout the school year.

Don't forget to look for new school products with recycled content. You will find recycled content in everything from paper, binders, pencils, pens, rulers, book bags, and clothing.

Pass down or donate items that have been outgrown. This includes clothing, lunch boxes, back packs, sun glasses, etc. If a student is no longer into G.I. Joe that is plastered all over the school gear, and Transformers are the preferred fashion statement, just pass that old gear on.

Lunch is a serious way to reduce or eliminate waste. A reusable lunch bag or box is a way to start. Including reusable forks, spoons, and knives will reduce waste more. You can find a number of durable plastic sandwich/snack bags on the internet, as well as durable plastic, glass and metal food keepers on the internet. Pack cloth napkins instead of paper. Reusable lunch items save resources and reduce cost. Consider wax paper wrapping instead of plastic bags.

A waste-wise student is a model for resource conservation and earth stewardship.

For more information about reducing back-to-school waste, visit <http://www.ciwmb.ca.gov/WPW/Home/BackToSch.htm>.

2) Waste Hauler Trucks STAND FOR LESS

Have you noticed anything different about your local waste haulers this week? More than 50 Environmental Services trucks circling San Diego neighborhoods feature STAND FOR LESS on the side. [San Diego City of Environmental Services](#) is making sure residents recycle what they can before they throw out their trash.

STAND FOR LESS and the San Diego [Urban Corps](#) have also joined forces to promote sustainability by displaying large magnets on more than 50 of their local vans and trucks that roam the streets on a daily basis.

All featured vehicles are both a means of transportation and promotion towards a healthier, more sustainable lifestyle. Let these moving messages be a reminder to make a change in your daily life. Whether your change is big or a small, you're still making a difference.

To follow in the path of these green machines and get some helpful tips on how to make your life greener, check out these waste management [tips](#).



CONCLUSION

Despite a significantly reduced budget, the STAND FOR LESS campaign continued to grow through social media and grassroots outreach, as well as support from the local partners – the momentum that started with the campaign launch in April 2009, continued on through June 2010.

The purpose of STAND FOR LESS was to develop a collaborative effort encouraging San Diego residents to live a sustainable lifestyle . The STAND FOR LESS pilot program was created to change behaviors and lifestyles and to call to action a *shift* in the way residents were living and thinking about the environment.

Based on feedback provided by partners and similar sentiment echoed by San Diego residents, it is apparent that these objectives were met.

The STAND FOR LESS campaign made major inroads in San Diego and brought together a wide array of groups working toward similar goals. The campaign became part of the San Diego culture by effectively connecting the efforts of numerous organizations under the STAND FOR LESS theme.

As funding from CalRecycle ended in June 2010, RIESTER and various campaign partners, as well as San Diego organizations, will continue the digital efforts that were one of the strengths of STAND FOR LESS by keeping the website updated and the other social media efforts alive.

The STAND FOR LESS campaign serves as a model for the kind of community activism that will be required to address global warming, create sustainable communities and sustain our way of life for future generations.